

Tools to Understand the Industry:

Mapping the Demand for Recycled Content

Will Sagar, Executive Director
Atlanta, Georgia
November 8, 2016



SERDC SPONSOR LEVEL MEMBERS





Together we can
boost recycling in the
Southeast.



SERDC.org

SERDC Efforts

Identify the
demand and its
economic impact

Communicate it
to elected
decision makers

Articles and tools
for local
coordinators

Build
partnerships

Technical
assistance

Special events

Biennial Summit

Importance of Mapping Demand for Recycled Material



Existing Infrastructure



Transportation Network



Commodity Specific Zones



Strong Demand
in the Southeast



Identify Areas for Growth

Project Protocol for Existing & New Locations

Hoover's Database

Commodity Specific Groups

State Specific Resources
Chamber of Commerce & Economic Development Departments

News Alerts, Industry Publications,
Direct Industry Contacts

General Internet Research



Challenges & Opportunities

Lack of
comprehen-
sive
directories

Privately
held
company
details

Changing
products
lines

Demand
from
customers is
key

Working
together
with states

Recycling's
impact is
greater than
most people
think

SERDC homepage -> Resources -> Maps of Recycling in the SE



☐ Remember me
 [Forgot password](#)

The Southeast Recycling Development Council
works to unite industry, government, and non-government organizations
to promote sustainable recycling in the Southeast.

Home | News & Activity | Food Recovery | SERDC Summit 2016 | Event Registration | About SERDC | **Resources** | Join SERDC

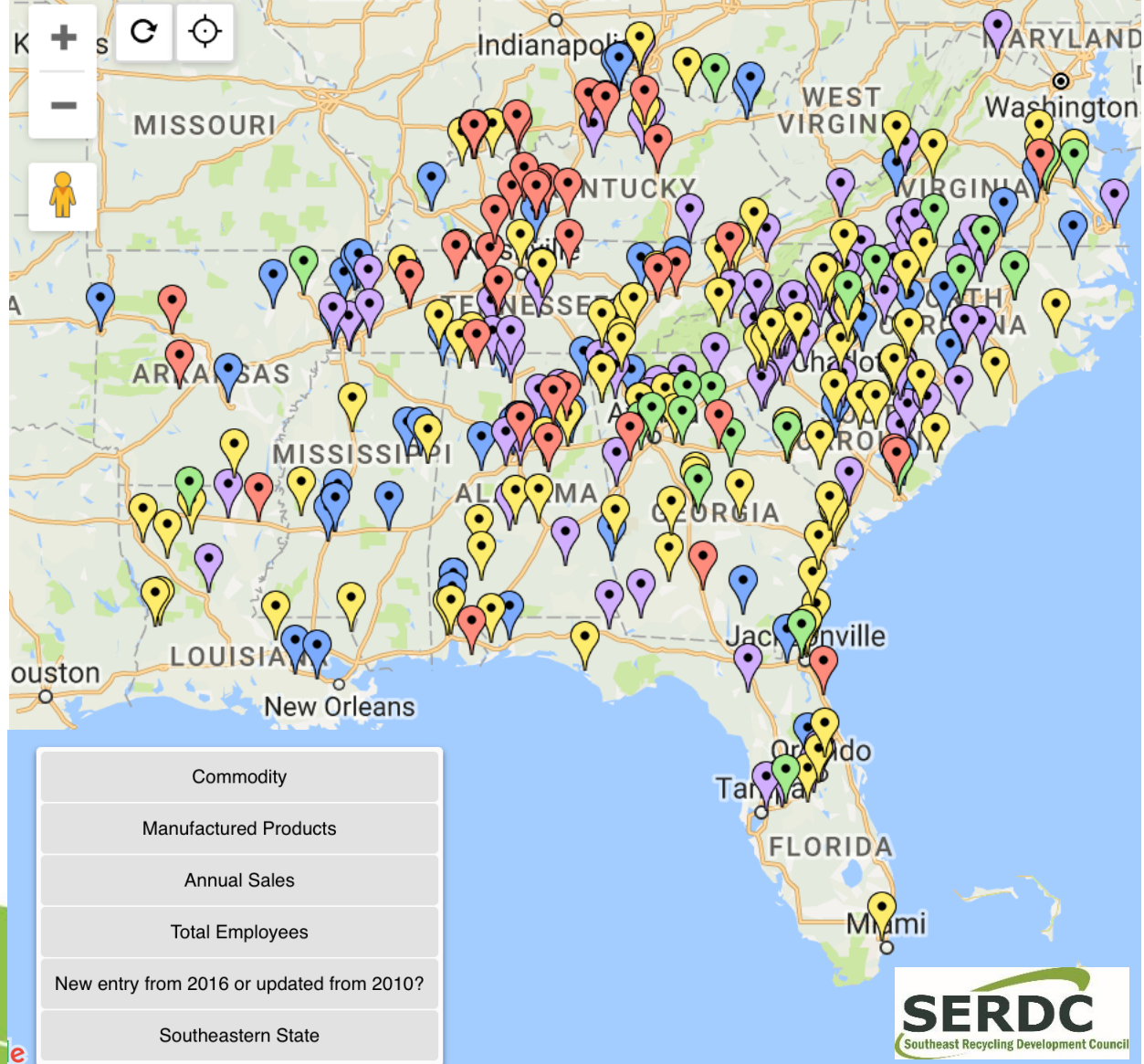
- Maps of Recycling in the SE
- Economic Reports
- State Recycling Sites
- Market Directories
- Waste Exchanges
- Education/Outreach
- Materials



CLICK HERE
TO REGISTER

SERDC.org

SERDC Demand Impact Map



Commodity ▾



Aluminum



Steel



Glass

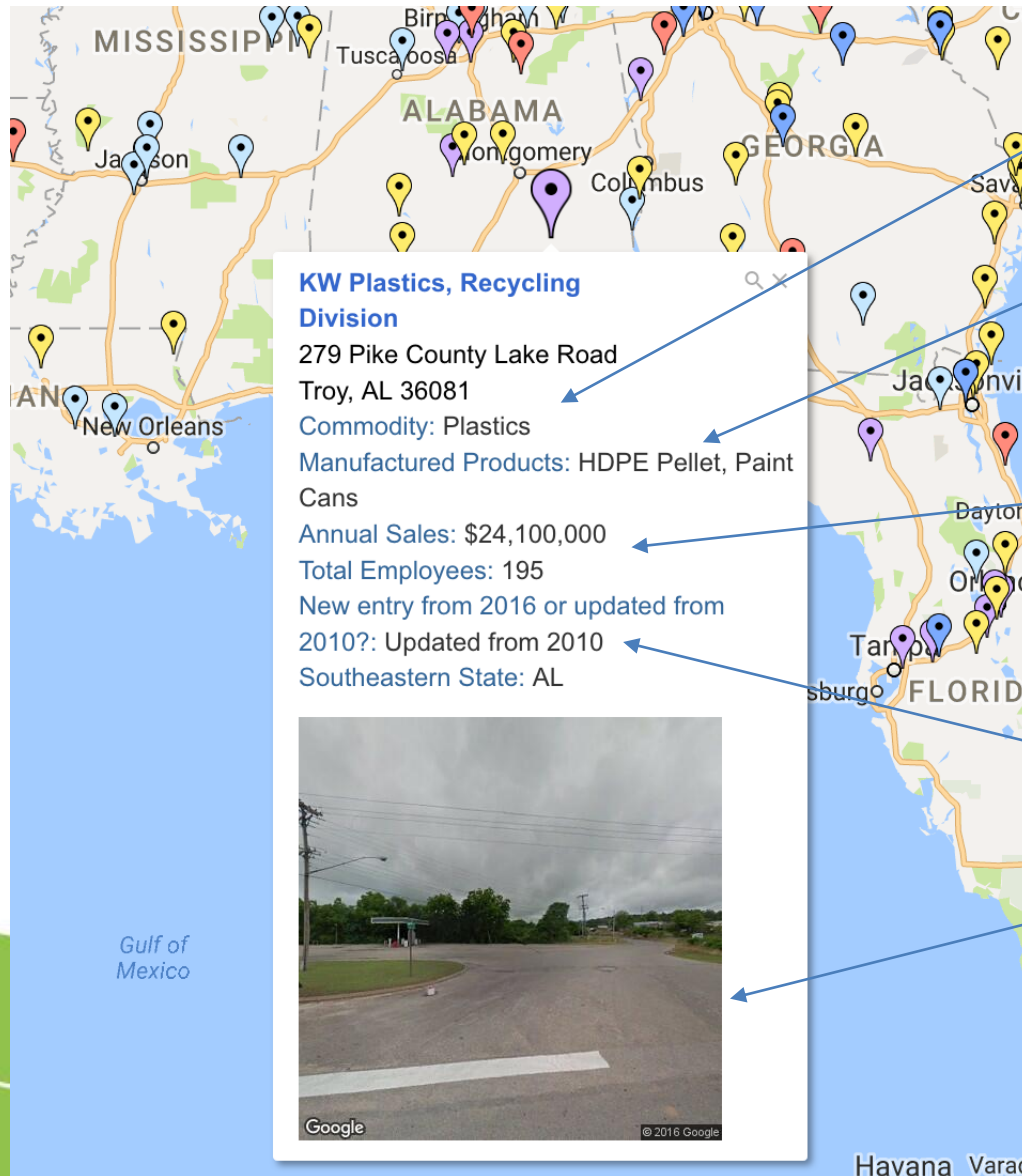


Paper



Plastics

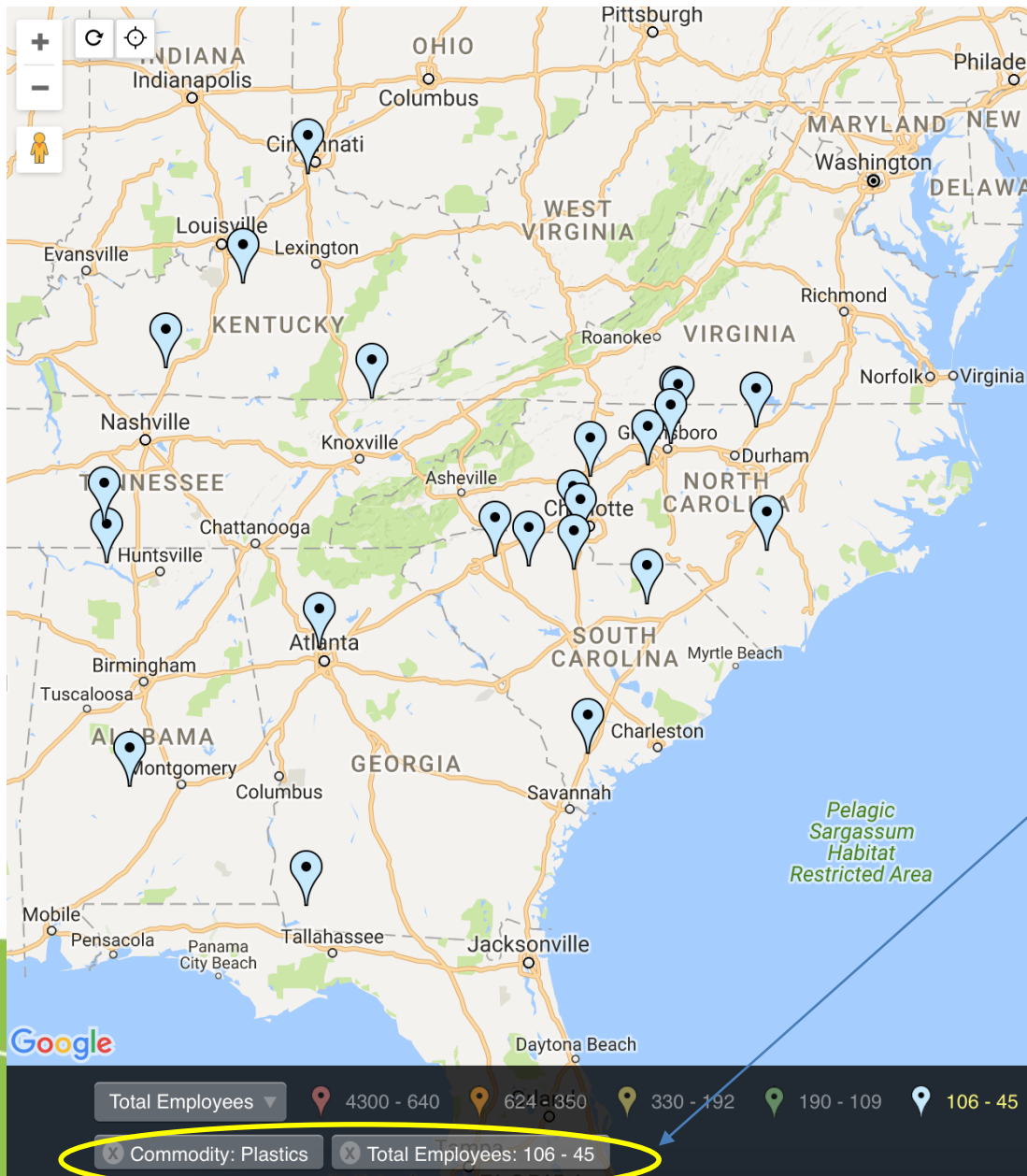
Specific Features for Each Location



- Recyclable Commodity Used
- Type of Manufactured Products
- Estimated Annual Sales & Employment Figures
- 2010 vs 2016 Entry
- Google generated photo of location, if available

Sort by Multiple Filters

- Click on one or more filter option to narrow down your search
- Example here is for plastics AND employment between 45-106



Using Search Field to Find Locations



Strong Presence of Manufacturers Demanding Recyclable Feedstock in 2016

State	Manufacturers	Jobs	Annual Sales
Alabama	42	17,350	\$7.8 billion
Arkansas	12	5,420	\$1.6 billion
Florida	23	4,556	\$1.1 billion
Georgia	46	13,413	\$7.2 billion
Kentucky	38	10,746	\$4.1 billion
Louisiana	13	4,887	\$1.1 billion
Mississippi	11	1,971	\$1.9 billion
North Carolina	61	14,547	\$4.1 billion
South Carolina	47	10,442	\$5.2 billion
Tennessee	39	8,180	\$4.3 billion
Virginia	18	7,059	\$2.8 billion
Region Totals	350	98,571	\$41.2 billion
Growth from 2010	70%	107%	40%

High Level Trends from Demand Map Study

Consolidations

- Many smaller companies purchased by larger companies

Mergers

- Joining of two large companies to become even stronger & more competitive

Recycled Content

- Becoming the standard for some companies & product lines

Quality of Material

- Concern about perception of using recycled content for some

Commodity

- Paper and Plastics represented the most locations on the map

Increase in Jobs

- North Carolina then Arkansas experienced the higher growths

Next Steps: Growing and Maintaining Demand Map





Will Sagar

Executive Director
will.sagar@serdc.org
(828) 507-0123

www.serd.org

Thank You for Attending the Summit!

